Public Health Broward is a newsletter for the community from the Florida Department of Health in Broward. We will focus on public health issues and services offered by the Department.



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Issue #5

Summer 2015

Public Health Broward

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National Award Lauds DOH-Broward 'Innovation, Creativity, Impact'



The Florida Department of Health in Broward County (DOH-Broward) has been named the Large Local Health Department of the Year by the leading professional association for public health organizations.

The National Association of County and City Health Officials says it gave the award to DOH-Broward to recognize a series of projects that stood out from the crowd. The award highlights innovation, creativity and impact on the community.

"We are proud to receive this award," said Dr. Paula Thaqi,

director of DOH-Broward. "It is a testament to the dedication and hard work of our team and to the support of the entire Florida Department of Health, Broward County Government and our community partners."

Earlier this year, NACCHO singled out three DOH-Broward innovations as "model practices" that other departments could copy. These were the "Smart Goals" employee assessment system, a syphilis and

STD campaign using the slogans "Protect Yourself" and "Protect Your Baby," and a KidCare Outreach project to locate uninsured families.

Also, NACCHO designated four other projects as "promising practices." No other department in the country had more than two.

"This is a highly competitive award given to recognize the breadth of the applicant's achievements and contributions to the field of local public health," NACCHO's Ivey Wohlfeld said. "This year's applications set a very high bar."

Photo: At the award ceremony are (from left): NACCHO Executive Director Lamar Hasbrouck and DOH-Broward's Director Dr. Paula Thaqi, Organizational Development Director Roland Martinez, Public Information Officer Candy Sims, Human Resources Director Eduardo Safille, Business Metrics Director Juan Morejon, Performance Excellence Director Caroline Bartha and HIV/AIDS Director Evelyn Ullah

Spotlight on ...

Breastfeeding Initiative for Hospitals

DOH-Broward Starts Program to Help Hospitals Become 'Baby Friendly'



DOH-Broward has launched a project to help the area's eight birthing hospitals become "Baby Friendly" – meaning they more strongly encourage new mothers to breastfeed their newborns.

Each of the eight hospitals receives a \$10,000 state grant to amend their policies and procedures to better promote the benefits of breastfeeding and to help new mothers to overcome problems and misconceptions that discourage them from nursing.

"Hospitals play an important role in ensuring that mothers have the information, support and skills to make an informed decision when it comes to breastfeeding," says Dr. Paula Thaqi, Director of DOH-Broward.

The Baby Friendly campaign started small in Europe in 1991 and has grown worldwide. Research shows that mothers who breastfeed are at a healthier weight than average, and also have a lower risk of developing Type 2 diabetes, breast cancer and ovarian cancer. Children who are breastfed have a lower risk of developing lung and intestinal infections, asthma, obesity, diabetes and sudden infant death syndrome.

The local project is led by Esther March Singleton of DOH-Broward's Women, Infants and Children program. The project will help hospitals adopt the "Ten Steps to

Successful Breastfeeding" that birthing locations must follow to win the Baby Friendly designation.

"The 10 steps consist of evidence-based practices shown to increase breastfeeding initiation and duration," Singleton says.

Hospitals must:

- 1. Have a written breastfeeding policy.
- 2. Train all health care staff about the policy and needed skills.
- 3. Inform pregnant women about benefits and methods of breastfeeding.
- 4. Help mothers start breastfeeding within one hour of birth.
- 5. Show mothers how to maintain lactation, even if separated from their babies.
- 6. Give infants no food or drink other than breast milk, unless medically needed.
- 7. Practice "rooming in," which lets mothers and infants remain together 24 hours a day.
- 8. Encourage breastfeeding on demand.
- 9. Give newborns no pacifiers or artificial nipples.
- 10. Help start breastfeeding support groups and refer new mothers to them.

Singleton says hospitals also are encouraged not to give samples of infant formula to new mothers.

Participating hospitals are Broward Health Coral Springs, Broward Health Medical Center, Holy Cross, Memorial Regional, Memorial West, Memorial Miramar, Plantation General and Northwest Medical Center.

More information: www.flbreastfeeding.org/hospital.htm or www.babyfriendlyusa.org

Free Back to School Immunizations at Lauderhill Mall

Summer vacation is quickly coming to an end, and DOH-Broward encourages parents to start thinking about back-to-school immunizations for the kids.

The Department is planning a major effort to offer free immunizations in August to schoolage children.

Free shots will be given from August 10 to 25 at Lauderhill Mall, 1267 NW 40 Ave., including a family fun event and health fair on Saturday, August 22. Vaccination hours will be extended until 7 p.m. on Thursday, August 13 and 20. No shots will be given on Sundays or on Saturday, August 15.

In addition, DOH-Broward offers all recommended childhood vaccinations for free at its health centers in Fort Lauderdale and Pompano Beach.

"Vaccination is the best way to protect our children, families and communities from serious and potentially fatal diseases that can be prevented with vaccines," says Dr. Paula Thaqi, Director of DOH-Broward.

Public schools open on August 24. Florida law says children cannot start school unless

they document that they received all appropriate vaccines.



Children entering kindergarten and seventh grade must provide proof of the following vaccinations:

- Diphtheria, tetanus and pertussis (whooping cough) Four or five doses of DTaP vaccine for babies and pre-schoolers. One additional dose, Tdap, before seventh grade.
- Polio Three to five doses of vaccine for babies and pre-schoolers.
- Measles, mumps, rubella (German measles) Two doses of MMR vaccine for babies and preschoolers.
- Chickenpox Two doses of vaccine for babies and pre-schoolers. One additional dose before seventh grade.
- Hepatitis B Three doses of vaccine for babies.

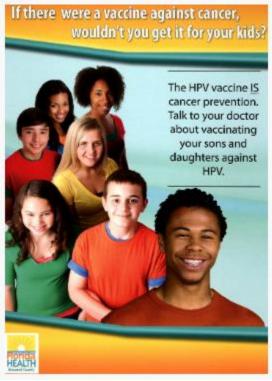
Beyond those shots, federal health officials recommend other immunizations not required for school. These include vaccines against flu (every year starting at age six months), rotavirus (three doses for babies), Haemophilus influenzae B (three to four doses for babies), pneumococcal disease (four doses for babies), hepatitis A (two doses for babies), human papilloma virus (three doses at age 11 or older) and meningococcal disease (two doses at age 11 or older).

For the first time, DOH-Broward will offer HPV and meningitis vaccines for free at the Lauderhill Mall.

More information: <u>broward.floridahealth.gov/programs-and-services/clinical-and-nutrition-services/immunizations/index.html</u> or 954-467-4705.

Get the latest: Check out the blog of the Broward Immunization Coalition, at http://browardshots.blogspot.com.

Creating a Campaign to Promote the HPV Vaccine



Two days of brainstorming by Broward County's leading immunization advocates produced a big innovation – a three-year educational plan to increase the number of children vaccinated against human papilloma virus (HPV.)

DOH-Broward organized and hosted the workshop, and will take a central role in the new initiative to increase HPV vaccination rates for kids starting at age 11-12. More than three dozen community leaders from many agencies participated.

"We're gratified to see all the community partners who helped shape the HPV plan and who will help make it a success," says Dr. Paula Thaqi, Director of DOH-Broward. "Our goal is to make HPV widely accepted by families in Broward as a way to protect their children from cancer."

HPV spreads through sexual contact and can lead to infections or even certain types of cancer, including cervical cancer. The three-dose vaccine is highly effective against the virus, but it is optional for children and many people know little about it. Also, some parents don't like to hear about it and some doctors don't like to talk about it.

As a result, only one-third of girls and one-eighth of boys received all three doses in Florida.

To address the problem, DOH-Broward received a \$40,000 grant from the National Association of County and City Health Officials (NACCHO), whose staff helped facilitate the brainstorming session. Highlights of the plan:

Create a publicity and social media campaign to educate parents, children and health professionals about vaccine. The group hopes to enlist celebrity spokespersons.

Develop a "toolkit" and website for physicians, so more of them will educate families about the vaccine.

Share data on vaccination rates with doctors, who may overestimate the vaccine's acceptance.

Encourage advocacy efforts to promote the vaccine among community leaders.

"If the vaccine were 100 percent free, more doctors would offer it and more children definitely would get it," says Dr. Aaron Elkin, who heads an HPV committee at the Broward County Medical Association.

DOH-Broward gives HPV vaccine at its health centers.

More information: 954-467-4705. CDC at www.cdc.gov/hpv/vaccine.html

First South Florida Conference on Men's Health, Wellness

About 250 guys spent a July weekend learning about their bodies during a first-ever Men's Health and Wellness Conference, initiated by DOH-Broward.

The free two-day conference covered a wide gamut of diseases and conditions. Men learned the latest on heart disease, diabetes, cancer, HIV/AIDS, STDs, smoking cessation, male hormones, domestic violence, hepatitis, mental health, substance abuse and synthetic drugs such as flakka.



On both days, speakers

expounded on nutrition and physical activity, in concert with the DOH initiative called the <u>Healthiest</u> Weight Florida. Insurance experts gave detailed explanations of health coverage.

"I envisioned something that spoke to men in general and spoke to health, not social issues," says Christopher Bates, Director of Men's Health, Wellness and Prevention at DOH-Broward.

"We wanted to focus on health issues with manageable treatments. We wanted a message to be, 'Go talk to your doctor. Don't wait. Step up to the plate. Get a physical. Take action.' "

Event planners chose the topics to attract everyday men who would not normally attend a health conference. The planning group included volunteers from Broward House, Pride Center of Equality Park, AIDS Healthcare Foundation, Latinos Salud, Care Resource, World AIDS Museum and the Broward County Prevention Planning Partnership.

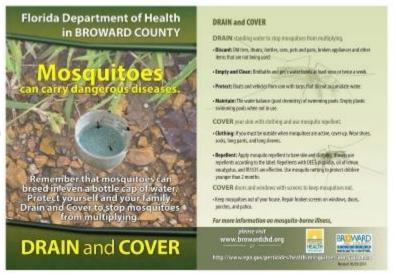
Organizers were pleased by the crowd for the first-time event. Attendance was boosted by social media, including 11,000 hits on Facebook postings. Two-thirds of the men attended both days.

Mosquitoes Are Back -- Protect Yourself

The summer was dry for a while, but now we're back to the normal pattern of daily rainfall -- and that means mosquitoes.

Watch out for *Aedes* mosquitoes, a variety of small, black biters with white spots that are nuisances but also can carry serious diseases. In South Florida, they live alongside humans, including in the house.

Aedes mosquitoes are in the spotlight because they can spread tropical diseases such as chikungunya (pronounced chicken-GOON-ye), dengue fever, West Nile virus and others seen in Florida recently. The number of cases is small, but the diseases can be serious.



"The best way protection is to avoid being bitten by mosquitoes," says Dr. Paula Thaqi, director of DOH-Broward. "We recommend a practice called Drain and Cover."

Drain standing water in and around the house. Eliminate even puddles because *Aedes* can breed in containers as small as a bottle cap.

Pour out water collected in garbage cans, tires, buckets, roof gutters, pool covers, coolers, toys, flower pots and plants such as bromeliads. Discard items where rain or sprinkler water collects. Inside the home, *Aedes* can breed where water collects, such as refrigerator ice makers, holders for electric toothbrushes and puddles under sinks.

Cover yourself and the openings in your home. If you go outdoors when mosquitoes are active, wear shoes, socks, long pants and long sleeves. You may spray bare skin and clothing with repellent containing DEET, picaridin, oil of lemon eucalyptus or IR3535. Close windows and doors, and repair damaged screens.

DOH-Broward works closely with Broward County Mosquito Control in the prevention of mosquito-borne illness.

To report mosquito infestation: 954-765-4062 or

www.broward.org/Streets/Mosquito/Pages/MosquitoSprayRequest.aspx.

If we can do it, so can you.

DOH-Broward staffers walked the equivalent of halfway around the world in a month, as part of a health and fitness project that any workplace can tackle.

The competition was part of Global Employee Health and Fitness Month, observed by hundreds of employers across the country. It was a fun way to encourage exercise and healthy lifestyles, which is a main goal of Florida Surgeon General Dr. John Armstrong's initiative called Healthiest Weight Florida.

More than 200 DOH-Broward employees put on pedometers and tallied our steps for 30 days, with teams competing for bragging rights. Collectively, the group racked up 26.4 million steps, which worked out to 11,733 miles (58 miles per person, on average).

Most people contributed by simply increasing their steps around the office and in daily life. Easy!

More information: http://www.healthandfitnessmonth.com. A similar program is at https://www.gettheworldmoving.com.

Family Planning, ADAP, Environmental Programs Relocate

Three DOH-Broward programs have been relocated.

Family Planning services that were located at Paul Hughes Health Center in Pompano Beach have been relocated and combined with a sister program at Edgar P. Mills Health Center, 900 NW 31 Avenue in Fort Lauderdale.

The AIDS Drug Assistance Program (ADAP) and HIV Medical Co-Payment Program changed buildings at the Department's main campus on State Road 84 in Fort Lauderdale.

The programs moved from the Operations Building to the second floor of Fort Lauderdale Health Center. That puts them in the same building as HIV/AIDS program staff, the pharmacy and adult HIV dental care, meaning that clients with HIV/AIDS can find all services in a single location.

The Department's **Environmental Health** program is moving into renovated space on the second floor of the Operations Building and will unite its entire staff, which had been split among three buildings.

Our Services, Programs and Locations

- * <u>Breast and Cervical Cancer</u> Mammograms, pap smears, diagnostic testing, medical referrals and education for eligible women
- * Dating Matters -- Pilot program to prevent teen dating violence
- * Dental Care High-quality dental services for children and for adults in the Ryan White Part A program
- * Drowning Prevention -- Information and advocacy to prevent childhood drownings
- * Emergency Management -- Planning, training and response to address emergencies
- * Environmental Health -- Inspections, permits and sanitary nuisance complaints
- * Epidemiology -- Monitoring, investigation and control of infectious disease outbreaks, and data

collection

- * Family Planning -- Exams, counseling, birth control and sterilization
- * Hepatitis Testing, vaccination, diagnosis and medical referrals
- * HIV/AIDS Testing At our locations or in the community
- * Immunizations All childhood and adult vaccines
- * KidCare Outreach -- Recruiting and enrolling families in state-sponsored health coverage for children
- * <u>Pharmacy</u> Medications for clients enrolled in AIDS Drugs Assistance Program, Ryan White Part A program and our services
- * Refugee Health Testing, immunizations and medical referrals
- * School Health -- Nursing care and heath service in schools
- * School Physicals Exams needed by children entering Broward County public schools for the first time
- * <u>Sexually Transmitted Diseases</u> (STD) Surveillance and partner services. Testing and treatment provided by the Broward Wellness Center under contract with DOH-Broward
- * Tobacco Prevention -- Education and advocacy to reduce tobacco usage
- * Tuberculosis Testing, diagnosis, treatment and directly observed therapy
- * Vital Records -- Birth and death certificates
- * <u>Women, Infants and Children (WIC)</u> Breastfeeding support, nutrition counseling, nutritious foods and referrals

HEALTH CENTERS and WOMEN INFANTS AND CHILDREN (WIC) OFFICES



Fort Lauderdale Health Center | 2421 SW Sixth Ave.

Edgar P. Mills Health Center | 900 NW 31st Ave., Fort Lauderdale

Paul Hughes Health Center | 205 NW Sixth Ave., Pompano Beach

North Regional Health Center | 601 W. Atlantic Blvd., Pompano Beach

South Regional Health Center | 4105 Pembroke Rd., Hollywood

WIC-ONLY OFFICES

Central | 3756 W. Oakland Park Blvd., Lauderdale Lakes

North | 10077 NW 29th St., Coral Springs

OTHER

Administrative Center | 780 SW 24th Street, Fort Lauderdale

Operations Center | 2421-A SW 6th Avenue, Fort Lauderdale

Editor's note on Issue #5

Public Health Broward is published by the Florida Department of Health in Broward County

Mission: To protect, promote and improve the health of all people in Florida through integrated state, county and community efforts.

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